Watches

McFARLANE & Co.
TORONTO, CANADA

WATCHES

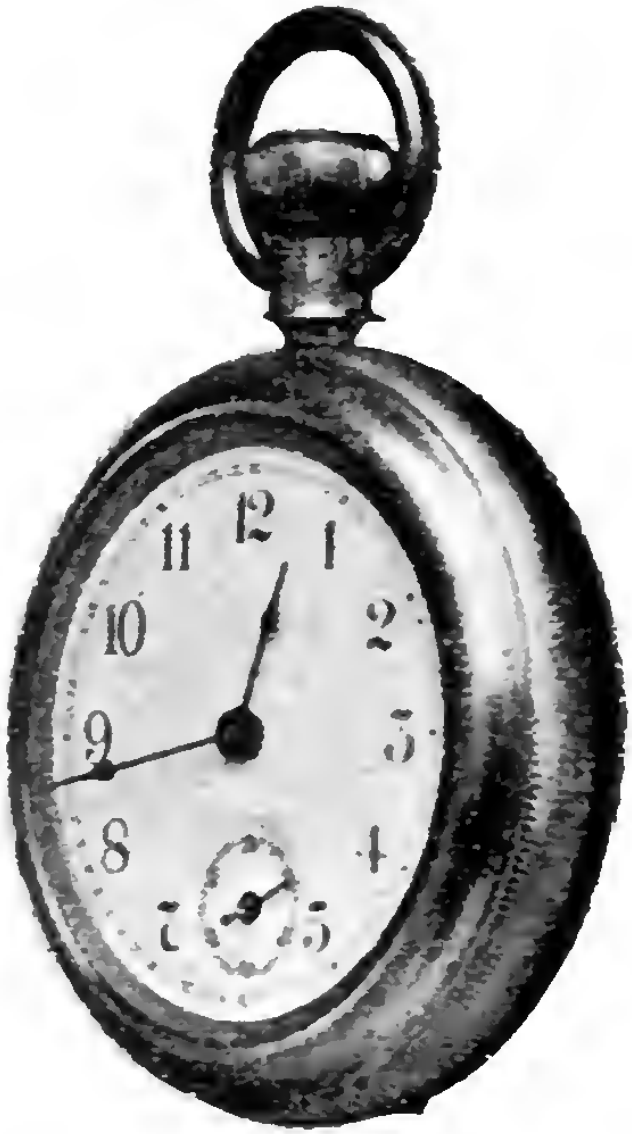
AT WHOLESALE PRICES

IN this little book you will find particulars about a number of our best selling Watches. The cuts are made from photos of the Watches themselves and are exactly two-thirds the actual size. These Watches are for sale in every Jewelry Store in Canada, but you will find by careful comparison that our prices are much lower—in most cases much less than half that asked by retail dealers. The reason is simple. We sell many thousands yearly, and consequently buy much lower than the dealer getting a dozen or two at a time, and with this large output we can afford to work on a very small margin of profit on each sale. The net result is that we can sell you watches at **Wholesale Prices**—just what the retail dealer pays. Agents are making money handling our watches, as they can undersell the dealer and still have a handsome profit on each watch sold. In every instance we quote our lowest net cash price, and whether you buy one watch or fifty your order will receive the same careful and prompt attention.

McFARLANE & CO.

112 YONGE STREET

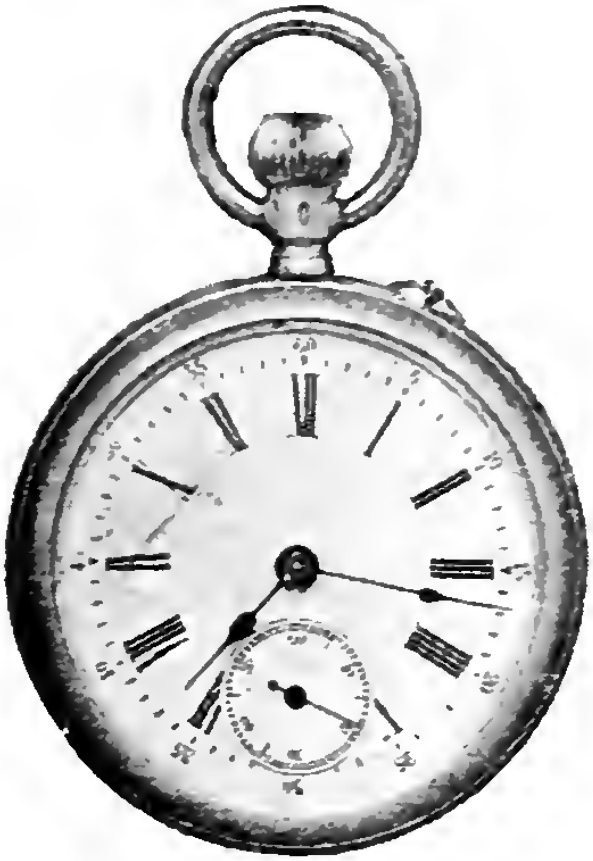
TORONTO, - CANADA



BOY'S WATCH

American lever movement, keyless wind, nickel case, beveled crystal, hour, second and minute hands. Just the watch for all kinds of rough usage.

Mailed, post paid = = = $1.00

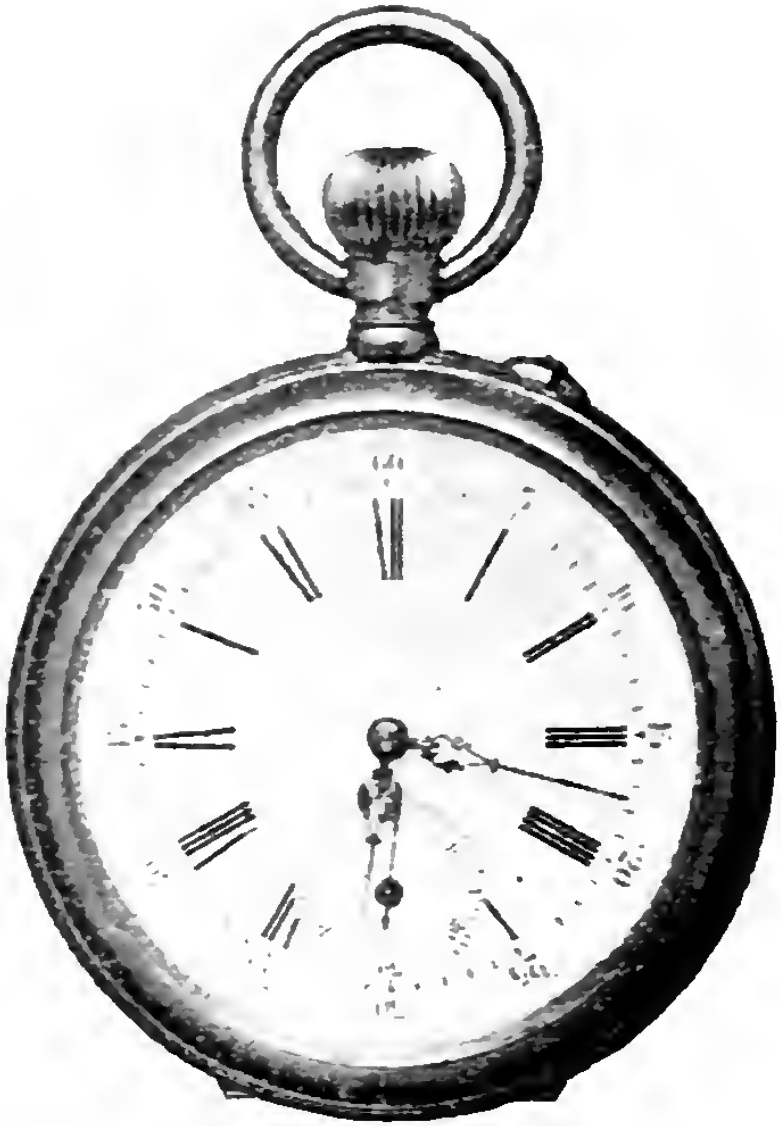


2

GIRL'S WATCH

Polished nickel, open face case, stem wind and set, ornamental porcelain dial, gold finished hands and second hand. Splendid value at our "Wholesale Price"

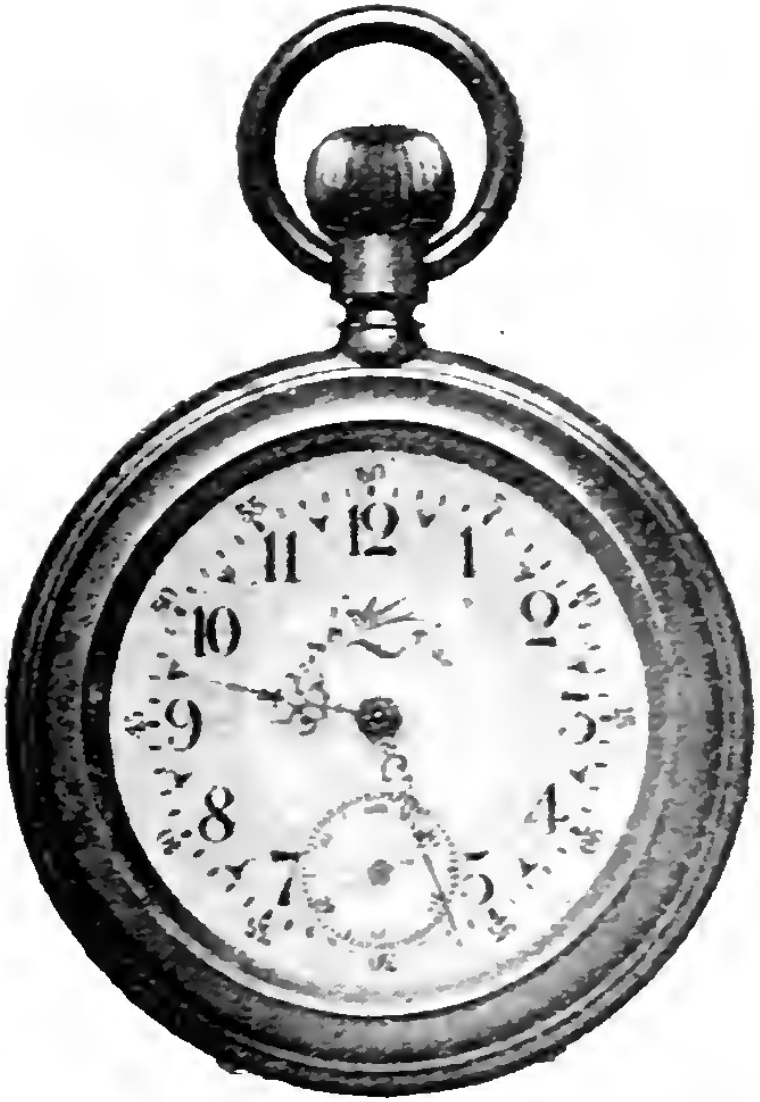
Mailed, post paid = = = $1.88



3 **Gents' Open Face Polished Nickel Watch**

Enamelled Dial, gold finished hands and second hand, stem wind and set, jointed case. Regular retail price, $2.75.

Mailed, post paid = = = $1.74



4

Gents' Stem Wind and Set Open Face Watch

Polished nickel case, decorated porcelain dial, fancy gold finished hands and second hand. Regular retail price $3.25.

Mailed, post paid = = = $1.89

5 Gent's Stem Wind and Set Gun Metal Watch

Open face, polished steel case, heavy beveled crystal, decorated enameled dial, gold finished crown and bow, fancy hands and second hand. A really handsome watch, regularly sold at $3.50.

Mailed, post paid = = = $2.19

6

Gent's Gun Metal Watch

Black enameled dial, silver hands and second hand, silver bow and crown, polished steel case, open face, heavy beveled crystal. This is an entirely new style of watch and is having a very heavy sale.

Mailed, post paid = = = $2.34

7 LADY'S
Gun Metal Watch

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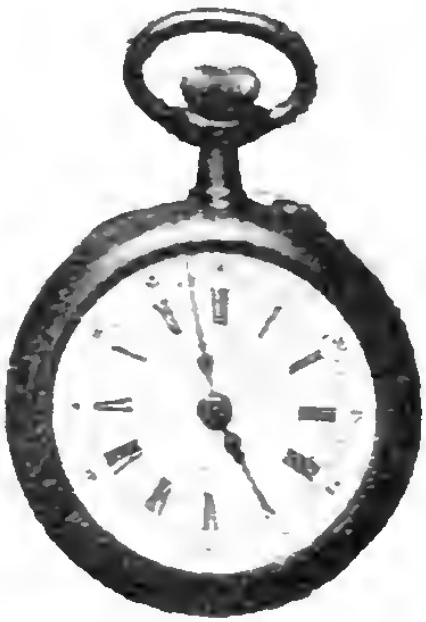
Open face, skylight dial, antique gold finished bow, fancy gilt hands, case of polished steel, stem wind and set. A very pretty little watch, regularly sold at $3.75.

Mailed, post paid = $2.48



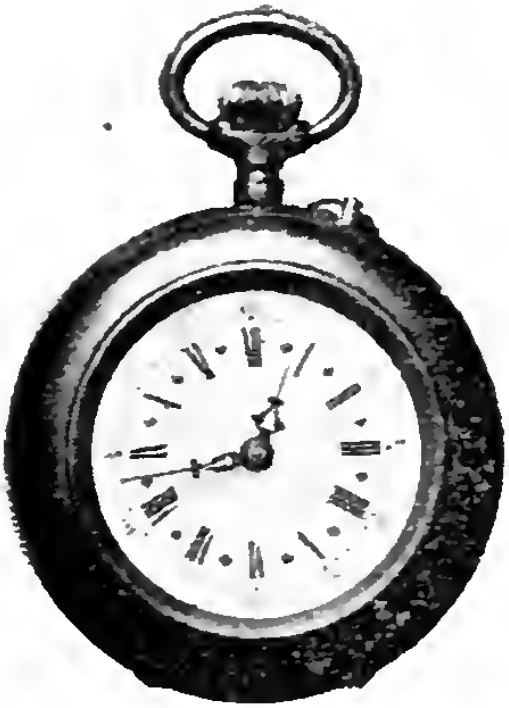
8 LADY'S
Gun Metal Watch

●●

Smallest size, case of polished steel, white enameled dial, gold finished crown and bow, gold finished fancy hands, stem wind and set, good Swiss movement. Regular price, retail, $4.00

Mailed, post paid = $2 78

9



Lady's Steel Enameled Blue Watch

White enameled dial, jointed case, gold finished crown and bow, fancy gilt hands, open face, stem wind and set, jeweled Swiss movement. A very handsome time piece.

Mailed, post paid - $2.48

10

Lady's Solid Silver Watch

Open face, decorated porcelain dial, fancy gilt hands, stem wind and set, case handsomely engraved. . An exceedingly pretty little watch at a very close price.

Mailed, post paid = $2.34

11

Gent's Solid Silver Watch

Open face, white enameled dial, snap case, handsomely engraved, stem wind and set, antique bow, cylinder movement. We warrant this case solid silver, 800-1000 fine. Retail dealers are asking $5.00 for same watches.

Mailed, post paid = = = $2.34

12

LADY'S
Solid Silver Watch

Open face, white enameled dial, stem wind and set, fancy gold finished hands, beautifully engraved case, excellent jewelled Swiss movement

Mailed, post paid, = $2.93

13

BOY'S
Solid Silver Watch

White enameled dial, open face, fancy hands, snap case, beautifully engraved, fine jweled Swiss movement. A watch regularly sold at $5 00.

Mailed, Post paid, = $3.08

14

Lady's Hunting Case Solid Silver Watch

White Enameled dial, gold finished hands, fancy engraved case, first-class jewelled Swiss movement. One of our best selling watches and a real bargain at our price.

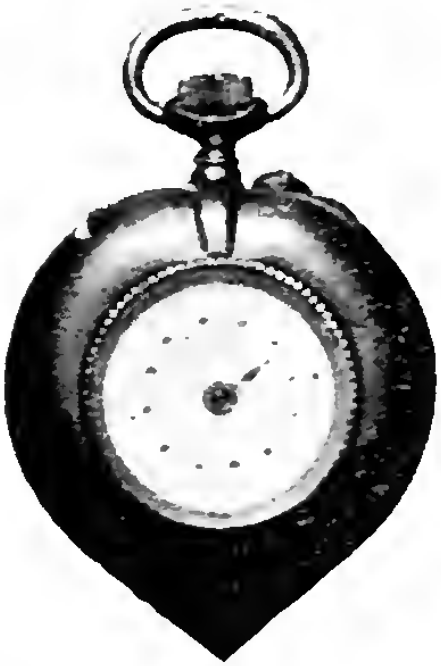
Mailed, post paid - - - $3.60

15 LADY'S
Solid Silver Watch

●●

Open face, fancy enameled dial, gold finished hands, with second hand, jointed case with silver cap, high grade jeweled Swiss movement. . . . Regular price $6.00.

Mailed, post paid = = = $3.84



16 LADY'S
Heart Shaped Watch

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Made of gun metal, decorated porcelain dial, fancy gilt hands, gold finished crown and bow, Swiss jeweled movement. A very attractive lady's watch at a very low price.

Mailed, post paid = = = $4.57

17 Gent's Calendar Watch

Case of gun metal with gold finished bow and crown, fancy gilt hands, porcelain dial. This watch gives the day of the week, day of the month and moon phases. Lever jeweled movement with jointed back. Splendid value at our wholesale price.

Mailed, post paid . . . $4.97

18 RAILROAD WATCH

Gents' size, open face, solid nickel case, with engine embossed in gold on back, jeweled Swiss movement. A watch regularly sold at $5.00.

Mailed, post paid . . . $2.98

19 Gold Plated Hunting Case Watch

Gents' size, handsomely engraved Swiss-jeweled movement. Thousands of, these watches have been sold in Canada at more than double our price.

Mailed, Post paid . . . $2.97

20 Gold Plated Hunting Case

Lady's size, case beautifully engraved, Swiss jeweled movement. Splendid value at the price.

Mailed, Post paid . . . $2.97

21 SOLID SILVER OPEN FACE WATCH

Engraved, engine turned case, gents' size, jeweled railroad movement.

MAILED, POST PAID - - - - - $5.33

22—Same watch as No 21, but fitted with a seven jeweled Waltham movement. A regular $15 watch.

MAILED, POST PAID - - - - $8.95

23 SOLID SILVER OPEN FACE WATCH

Plain case, with stag embossed in gold on the back, jeweled railroad movement.

MAILED, POST PAID - - - - - - $5.98

24—Same watch as No. 23, but fitted with seven jeweled Waltham movement.

MAILED, POST PAID - - - - - - $9.84

25 Gent's Hunting Case Watch

Five year gold filled case, fitted with railroad movement.

MAILED, POST PAID - - - - - $5.98

26—Same watch as No. 25, but fitted with a seven jeweled Waltham movement.

MAILED, POST PAID - - - - - $9.43

27 Gent's Open Face Watch

Twenty year gold filled case, fitted with a genuine seven jeweled Waltham movement.

MAILED POST PAID - - - - - $10.20

28 Gent's Hunting Case Watch

Twenty year gold filled case, fitted with genuiue seven jeweled Waltham movement.

MAILED, POST PAID - - - - - $14.75

29 LADY'S Hunting Case Watch

Twenty five year gold filled case, fitted with a seven jeweled Waltham movement A watch that will keep time to a second and last a life-time.

MAILED, POST PAID
$12.85

30 LADY'S Hunting Case Watch

Five year gold filled case, fitted with Doret movement with raised jewels.

MAILED, POST PAID
$5 63

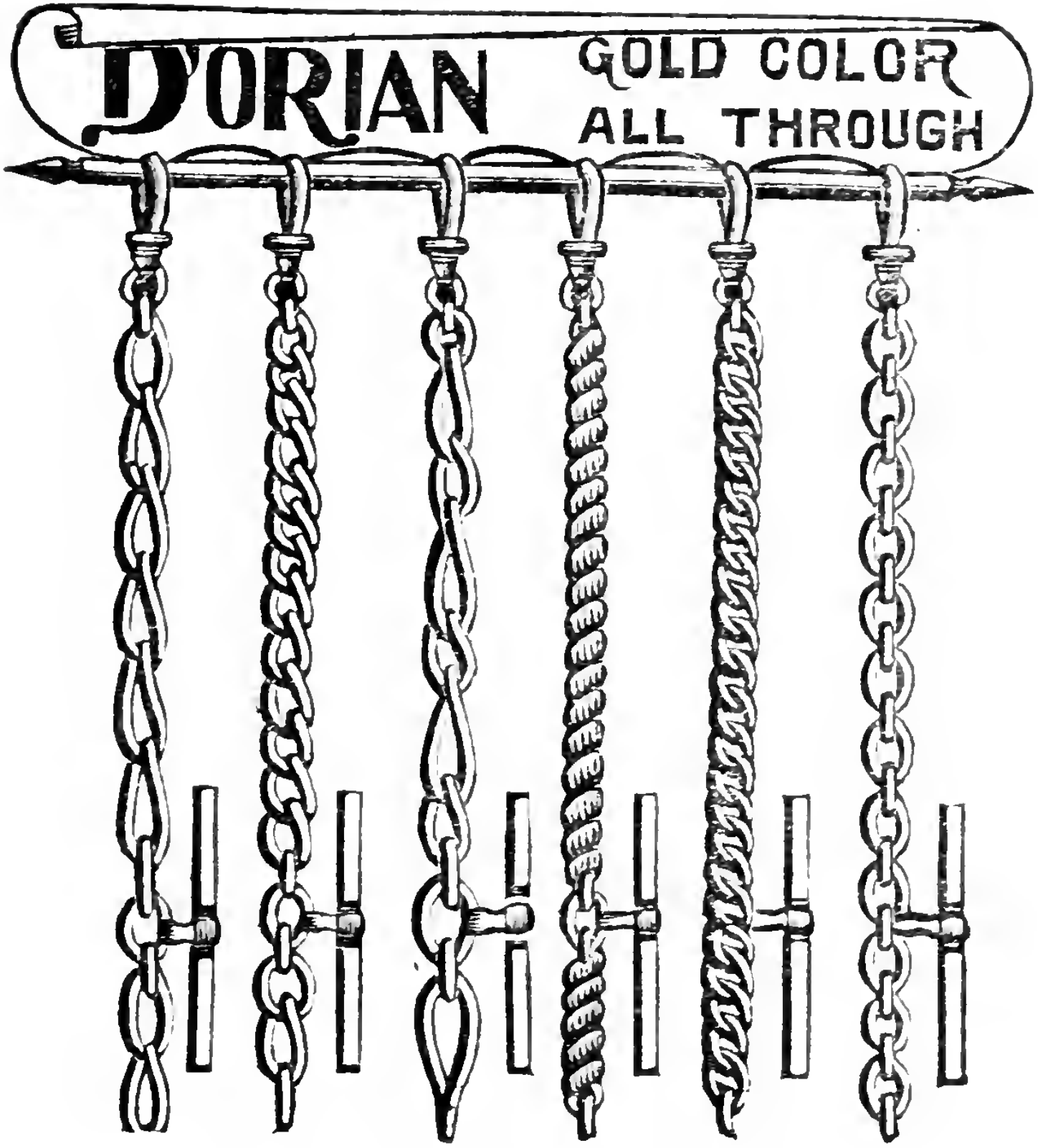
31—Same watch as No. 30, but fitted with seven jeweled Waltham movement.

MAILED, POST PAID
$9.43

32 Gent's Open Face Watch

Solid silveroid case, that looks and wears like solid silver. A watch that not one person in a hundred would think could be sold for less than $10.00.

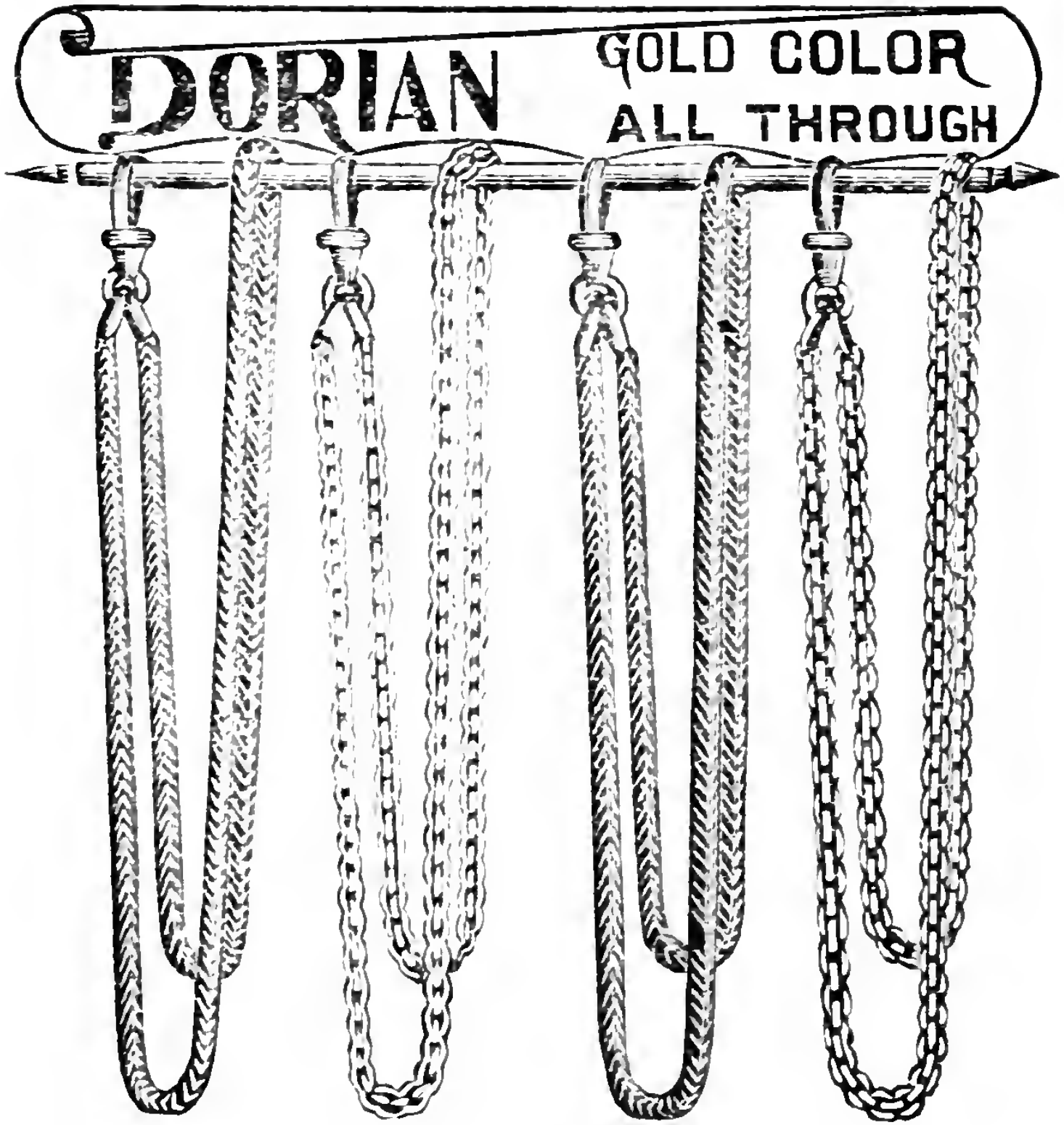
MAILED POST PAID - - - - - - $2.83



GENTS' VEST CHAINS

These chains are made of a composition metal, exactly resembling gold. They wear right through the same color, and for all ordinary use take the place of an expensive solid gold chain. Latest patterns.

MAILED, POST PAID . . . . . 30C.



LADIES' GUARDS

Made of the composition metal known as Dorian Gold. Exactly resembles gold in appearance, and will wear right through the same color. Fashionable patterns—length forty-eight inches.

MAILED, POST PAID 50c